

"Monterey Park's tribute
to the beauty of the
Japanese culture"

APRIL
22-23, 2017

SAT 22 11AM-6:30PM
SUN 23 11AM-6PM

MONTEREY PARK Cherry Blossom Festival

2

20TH ANNIVERSARY

BARNES PARK

350 S. McPherrin Avenue, Monterey Park

FOR MORE INFORMATION:

Call (626) 307-1390 or visit
www.MontereyPark.ca.gov
or Web search "Cherry Blossom Festival"

FREE SHUTTLE SERVICE:

Langley Senior Center
400 West Emerson Avenue
Ynez Elementary School
120 S. Ynez Avenue
Repetto Elementary School
650 S. Grandridge Avenue

**COME SUPPORT YOUR LOCAL GROUPS &
ORGANIZATIONS:** VARIOUS FOODS WITH ASIAN
FLAIR • HAND-MADE CRAFTS • KIDS GAMES
TAIKO DRUMS • TRADITIONAL JAPANESE DANCING
MARTIAL ARTS • JAPANESE MUSICAL
ENTERTAINMENT • MOCHI MAKING DEMONSTRATION
ORIGAMI DEMONSTRATION AND CLASSES • IKEBANA
DISPLAY AND INSTRUCTIONAL CLASSES



MONTEREY PARK CHERRY BLOSSOM FESTIVAL MAP



NEWMARK BLVD



Shuttle

EXHIBIT HALL

**RESTRICTED PARKING
AND
HANDICAPPED PARKING**

CITY HALL

ATM

Restrooms



WALKWAY

MARKETPLACE

FOOD

CRAFT VENDORS

Information Booth

CRAFT VENDORS

FIELD STAGE

EXHIBITS

KIDS CRAFTS

GAME ZONE

ANIME



POOL

Baseball Field

BEACHCHES

Free shuttle from the Festival
in front of City Hall
to Langley Senior Center and
Mark Keppel High School.

M C P H E R R I N A V E N U E

R A M O N A A V E N U E

*** Map Not To Scale ***



The City of Monterey Park

Cherry Blossom Festival

20th Anniversary

Welcome!

The 2017 Cherry Blossom Festival Committee would like to welcome you to this year's Festival as we celebrate our 20th Anniversary. The Cherry Blossom Festival has a long history of being held in Monterey Park since the early 1970s. Discontinued shortly after, the Cherry Blossom Festival was resurrected by a group of community volunteers in 1997. Their efforts were realized through the successful reestablishment of the Cherry Blossom Festival in April 1998.

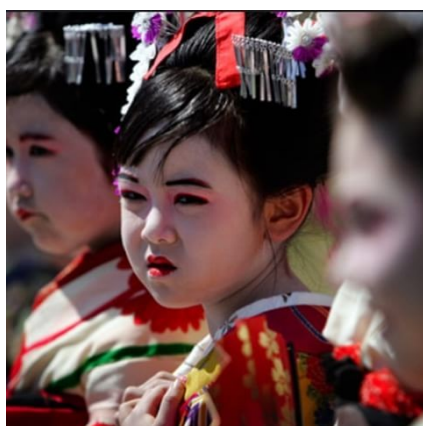
The Festival which is held every Spring in April coincides with the National Annual Festival held in Washington, DC to celebrate the 1912 gift to our Nation's capital of 3,000 cherry trees from Mayor Ozaki of Tokyo.

Organized completely by community volunteers, many of us being teenagers during the Festival's early years, the Festival's goal is to showcase Japanese culture through a number of exhibits, demonstrations and traditional performances all at no cost to the public.

With our 20th Anniversary upon us, our thanks to everyone who participates in and supports this community event.

Sincerely,

The 2017 Cherry Blossom Festival Committee



Support the Festival!

Please stop by the information booth to purchase a raffle ticket for \$2.00 each. All proceeds will go to fund next year's festival and you may win a great prize donated by our sponsors.

Prizes include cash and restaurant, salon and car wash gift certificates. Drawing will be held on Sunday, April 23rd. Winner need not be present.

CHERRY BLOSSOM FESTIVAL COMMITTEE

Chairperson:

Karen Ogawa

Performance:

David Ikeda

Gary Kanemoto

Guy Higashi

Lila Leong-lizumi

Exhibits & Demonstrations:

Colleen Ishibashi

Sandy Hidalgo

Craft, Commercial & Community Booths (Marketplace):

Gwen Kishida

Food Court:

Karen Ogawa

Kids' Crafts:

Carli Ohara

Donations & Sponsorships/

Publicity and Marketing:

Margaret Endo

David Ikeda

Cindy Kuranushi

Karen Ogawa

Lorran Yano

Poster Design:

Kurt Ogawa

Program:

Gwen Kishida

Volunteers & Information:

Margaret Endo

Executive Committee Members

Shihoko Tatsugawa

Vickie Sill-Ohashi

Special thanks to the City of Monterey Park staff, especially Recreation Superintendent Robert Aguirre and Recreation Senior Clerk Typist Cristina Castillo

FESTIVAL SPECIAL GUESTS



CONSUL GENERAL AKIRA CHIBA

Akira Chiba assumed the post of Consul General of Japan, Los Angeles in July 2016. Born in Tehran, Iran, he is a third-generation career diplomat, after his father and grandfather before him. During his several decades career in the Ministry of Foreign Affairs (MOFA), he has spent eight years in China, and the remainder of his overseas postings in Switzerland, the Islamic Republic of Iran and the United States. The post of Consul General in Los Angeles is his third U.S. tour. During assignments in Tokyo, Chiba has been charged with legal affairs, grant aid, and economic cooperation portfolios, in addition to Oceanian regional affairs and several years as MOFA's Assistant Press Secretary to the international media. He has written journal articles on Japan's global relations and authored numerous texts, many published both in Japanese and Chinese on a wide variety of topics, from Japan-Sino relations to the intricacies of working with the U.S. Congress. He is a graduate of the Law Faculty of Tokyo University, attended Peking University in China, and graduated with an M.A. in Asian Studies from UC Berkeley.



DENISE DADOR

Health specialist Denise Dador is the Eyewitness News Health specialist. Her *Healthy Living* segment is seen every day on ABC7 Eyewitness News at 4 pm and 5 pm. She provides additional stories about health issues for other Eyewitness News broadcasts as well as anchoring ABC7 Health specials. Denise grew up in San Francisco and attended Lowell High School. She graduated from Mills College, where she majored in Communications with a minor in Comparative Government. In 1990, Denise took a position at Fox's KMPH in Fresno, California. Initially a general assignment reporter, Denise was appointed South Valley bureau chief and eventually became the main anchor of the station's nightly news. She joined ABC affiliate WXYZ in Detroit, Michigan as their health reporter in 1993. She was served as the weekend anchor, and hosted a weekly news program called *Healthy Living Live*. Since joining ABC7 Eyewitness News in 1998, Denise has also covered breaking news, including the February 2001 Seattle Earthquake, as well as an exclusive interview with the President Gloria Macapagal Arroyo regarding terrorist activities in the Philippines. Denise has received numerous journalism and community service awards. She was the recipient of an Emmy for outstanding news feature reporting. She was awarded Best News Feature from the Michigan Association of Broadcasters, as well as the Outstanding Health Reporting award from the Southern Christian Leadership Conference. Denise received the Profiles in Progress award from the American Cancer Society for a series on breast cancer. The Filipino American Library, SIPA and various other notable Filipino American groups have also honored Denise for her commitment to community involvement.



RODNEY KAGEYAMA

An accomplished actor, Rodney has appeared in films such as "The Next Karate Kid", "Pretty Woman" and on television shows such as "Home Improvement", "Quantum Leap", "Married with Children" and "The Fresh Prince of Bel-Air." We are honored to have him join us for another year as our Festival's emcee.



SHIN ITO

Shin is a long-time supporter of the Monterey Park Cherry Blossom Festival. We are happy to have him back again this year.

FESTIVAL SPECIAL GUESTS/PERFORMERS

LA KIMONO CLUB

On March 15, 2003, approximately 40 men and women who love Kimono met to form a club with the agreed objective of promoting mutual understanding and cultural exchanges between the US and Japan through Kimono. They officially formed the club now called "LA KIMONO CLUB" Throughout the year, members have the opportunity to share the joy of Kimono amidst good company at a host of events. The LA Kimono Club also started the "Miss Kimono L.A." contest in 2010 in Little Tokyo to encourage kimono culture to the younger generation.



LOCAL MOJO

LOCAL MOJO is a band of professional Los Angeles freelance musicians with the goal of performing great dance music of the past from artists such as Stevie Wonder, Aretha Franklin, Marvin Gaye, Earth, Wind & Fire, Chicago, Tower of Power, Motown etc. LOCAL MOJO is one of the most versatile performing acts around with an emphasis on "Old School" Rhythm & Blues / Motown Dance Music - *with a twist of Jazz!* If you love to dance to old school R & B and SOUL, then LOCAL MOJO is definitely the band for you!



KOKORO

In Japanese, "kokoro" is used to signify "heart" or "soul". In music, the drums keep the beat, or the "heart" of the music. The keyboards, bass and guitar represent the body of the music, and the vocals embody the "soul". The band Kokoro is a music group consisting of almost all Asian-Americans, and covers music from Motown to country, rock and pop; from the hits of the 60's to current Billboard chart toppers. Though Kokoro has only been together a short time, individually the members of Kokoro have had the good fortune to work with many celebrities in the industry, including Gladys Knight, Jessica Simpson, Hiroshima, and Gene Simmons, to name a few. Additionally, throughout their own individual careers, they have played high-level venues such as the Palladium, the Sunset Strip, the Flamingo Hilton Las Vegas and the American Music Awards. The members of Kokoro came together to form a band out of the pure love of music – and together, they have found something beyond just performing together, but shaped their own musical family. Kokoro prides itself on performing not just the music and lyrics of the song, but getting down to the soul of the song. After all, as the saying by Frederick Delius goes: "Music is an outburst of the soul."



Special Thanks:

The Cherry Blossom Festival Committee wishes to express its gratitude to Kurt Ogawa for designing the poster/program cover for the festival for so many years. This year's poster features a few of the colorful and imaginative graphics that he has created over the festival's history. We thank him again for his commitment and creativity. Thank you Kurt!

Want to be part of the 2017 Monterey Park Cherry Blossom Festival?

Stop by our information booth for more details on how to become a member of the planning committee or a sponsor of this great event! We are always looking for enthusiastic and dedicated volunteers!

PERFORMANCE SCHEDULE

Saturday, April 22, 2017



FIELD STAGE

- 11:00 a.m. Mark Keppel High School Aztec Singers
- 11:30 a.m. Sage Granada Park United Methodist Church
Japanese School Taiko Group
- Noon Opening Ceremony featuring Denise Dador,
Consul General Akira Chiba and Kimono
Fashion Show
- 1:00 p.m. Yoki Daiko
- 1:30 p.m. Southland Aikido
- 2:00 p.m. Ryukyukoku Matsuri Daiko
- 2:30 p.m. Local Mojo
- 3:15 p.m. Halau Hula 'a' ala Anuhea
- 3:45 p.m. Erica Nagashima
- 4:15 p.m. Yuujou Taiko
- 5:00 p.m. David Torres Kempo Karate

INDOOR STAGE (located inside the Gym)

- 12:00 p.m. Sushi Demonstration by Andy Matsuda of the
Sushi Chef Institute
- 1:00 p.m. Kotobuki No Kai
- 2:00 p.m. Allen the Illusionist
- 3:00 p.m. Shinshi - Guitarist
- 4:00 p.m. Fuji Japanese Music and Yamatogaku USA
- 4:30 p.m. Urasenke Tea Ceremony
- 5:00 p.m. Aikido Demonstration by Aiko Institute

Sogetsu Ikebana will be offering Mini-Flower Arranging Classes from 2:00 p.m.
- 5:00 p.m. \$5.00 Materials Fee

Performers and Set Times Subject to Change Without Notice

PERFORMANCE SCHEDULE

Sunday, April 23, 2017

FIELD STAGE

- 11:00 a.m. Mark Keppel High School Pep Band
- 11:30 a.m. Mele Ohana Ukulele
- 12:00 p.m. Wu Shu Martial Arts
- 12:20 p.m. Mark Keppel High School Lion Dance Group
- 12:30 p.m. Koshin Taiko
- 1:00 p.m. Azuma Kotobuki Kai with Togen Daiko
- 1:50 p.m. Yuna & Tida
- 2:30 p.m. Phyllis Chang
- 3:15 p.m. Fujima Kansei Odori Kai
- 3:45 p.m. Bombu Taiko
- 4:15 p.m. Ohana Polynesian Dancers
- 4:45 p.m. Kokoro



INDOOR STAGE (located inside the Gym)

- 11:00 a.m. Kayama Puppet Troupe
- 12:00 p.m. Sunny and Judy Seki - Children's Folktales
- 1:00 p.m. Japanese Classical Dance with guest appearance by Fujima Kansei
- 2:00 p.m. Manju Demonstration by Brian Kito of Fugetsu-do
- 3:00 p.m. Kyo No Kai Kabuki
- 4:00 p.m. Origami Demonstration by Michael Sanders

Sogetsu Ikebana will be offering Mini-Flower Arranging Classes from 2:00 p.m. - 5:00 p.m. \$5.00 Materials Fee



Performers and Set Times Subject to Change Without Notice

PERFORMERS

ALLEN THE ILLUSIONIST

Allen Oshiro has been perfecting his magic since the age of five! He is well known for his amazing magic using live rabbits and doves, astonishing slight of hand tricks and even incredible levitations.



AZUMA KOTOBUKI KAI

The Azuma Kotobuki Kai, a branch of the Azuma-Ryu Classical Dance School (Tokyo, Japan), was established in Southern California in 1968 by Madame Sumako Azuma I. The current instructors are Sumako Azuma II (Los Angeles) and Kikusue Azuma (LA, Orange and Ventura Counties and Kapa'a Hawaii). While the instructors teach many classical dances, they also break new ground by incorporating classical dance technique with modern music to help reach the younger generations. The purpose of the Azuma Kotobuki Kai is to preserve and promote Japanese culture through the art of Nihon Buyo, or classical Japanese dance.



BOMBU TAIKO

Bombu Taiko is a community-based taiko group founded in 2002 at the Los Angeles Higashi Honganji Buddhist Temple and is instructed by members of the TAIKOPROJECT. Named by Rinban Noriaki Ito after the "Bombu" of Buddhist philosophy, Bombu Taiko in its short lifespan has performed throughout Los Angeles at numerous events and gatherings, including the Nisei Week Festival, the L.A. Marathon, and gala events and dinners. "Bombu" loosely translates as "ordinary people" or the "unenlightened masses," and the joy of playing together is stressed in the group, as well as the Buddhist taiko philosophy developed by Rev. Masao Kodani and Kinnara Taiko, which emphasizes letting go of one's ego and just having fun.

PHYLLIS CHANG

Phyllis Chang is a Korean American singer/songwriter from Los Angeles. She is best known for her "smooth-jazzy" vocal sound. She began performing for the Monterey Park Cherry Blossom festival over ten years ago. Her earliest performances were "Pinky Paws" sing-along songs for children and the "Young at Heart." Over the festival years, Phyllis has also performed her contemporary pop/jazz music with her band on the main stage. In 1995, Phyllis started *Pinky Paws Productions* as an indie label music production studio. Since then she has recorded and produced six CDs of children and contemporary pop/jazz songs. Later in 2006, Phyllis founded *Be Studios Enhancing Wellness Through Creativity* and offers workshops and events to enhance healing and wellness through art and music.

FUJI JAPANESE MUSIC AND YAMATOGAKU USA

This group performs folk music (minyo) as well as kabuki - style dance and music.

FUJIMA KANSEI ODORI KAI

Founded by Fujima Kansei on April 4, 1990, this group seeks to express Japanese Classical Dance to Americans and Japanese Americans of the third and fourth generations. Students ranging in age from 4-40 years old are taught at her residence in Diamond Bar and at Higashi Honganji Buddhist Temple in Los Angeles. Training for Fujima Kansei was under the tutelage of Madame Fujima Kansuma where her Natori was received. She received further training in Japan under Grand Master Fujima Kanjuro VI.

HALAU HULA MOANI'A'ALA ANUHEA

Based in Monterey Park, this group opened its doors in 2007. Under the direction of Christina Aiu-Quezada, this school is founded on the practices and principles of traditional hula school whose roots trace back to the island of Kaua'i.

KAYAMA PUPPET THEATER

Performance of Japanese folk tales using hand puppets made from clay and foam. The puppet show theater was founded by Isoko Kayama of Los Angeles.

JAPANESE CLASSICAL DANCE: NANCY HAYATA

Nancy Teramura Hayata lives life with a love of what is new and exciting, yet places a strong emphasis on the beauty and the traditions of her Japanese ancestry. Born and raised in Los Angeles, she studied Nihon Buyo under Fujima Chiseye Sensei for nearly twenty years. She also studied Minyo Dance under Imoto Hoshunju Sensei. Nancy teaches Japanese dance in Little Tokyo and choreographs the majority of the dances that she performs. She choreographed and taught the Nisei Week Court their Japanese dance for the 2014 Coronation.

PERFORMERS

KOSHIN TAIKO

Koshin Taiko traces its lineage back to the first professional taiko group in Japan. Oedo Sukeroku Taiko made history with its blend of classical Japanese music, martial arts, and Dance, and its influence can be seen in taiko groups around the world. Sensei Etsuo Hongo brought the Oedo Sukeroku style to his own energetic compositions when he founded Koshin Taiko in 1992. In his unique form, powerful and beautiful taiko sounds are created through carefully choreographed movement. This synthesis of powerful sound and graceful movement, along with their visually distinctive Okedou, of rope-tightened drums, makes Koshin Taiko one of the most dynamic taiko groups in Los Angeles. Now, under the leadership of Virginia Minami and Wes Hayashi, Koshin continues to build upon this long tradition. By incorporating aspects of other styles of drumming while still exploring the rich traditions of Japanese taiko, Koshin continues to live up to the name Hongo Sensei gave it over twenty years ago: Bright Spirit!

KOTOBUKI NO KAI

This group is the Los Angeles Headquarters for Nippon Minyo Kenkyu Kai based in Nagoya Japan. Nippon Minyo Kenkyu Kai is considered one of the largest Minyo dance groups. Shihan Imoto Hoshun-Jyu Sensei teaches Japanese Folk Dance or Minyo Odori in the classical Minyo as well as Shin or new Minyo style. She also teaches Kayo Buyo or Dance accompanied by Popular Song. Kotobuki No Kai was the first group from the United States to be invited to perform on stage at the the 50th Anniversary of Nippon Minyo Kenkyukai in Nagoya, Japan.



KYO NO KAI KABUKI

"Kyo no Kai" is an organization founded and headed by Kabuki actor Nakamura Gankyo (aka Bando Hiroshichiro). The mission of Kyo no Kai is to teach and promote various aspects of traditional Japanese culture with the emphasis on the performance art of Kabuki- ("ka" to act, "bu" to dance, "ki" ability) to people all over the world.

MARK KEPPEL HIGH SCHOOL AZTEC SINGERS

This group is a competitive show and concert choir. Since 1985, the Mark Keppel Aztec Singers have established a Tradition of producing outstanding annual show productions, festival participation and community concerts across California.

MARK KEPPEL HIGH SCHOOL LION DANCE

A combination of cultural art and performance , our team consists of high school aged lion dancers who contribute their passion and time to performing. We perform annually in the downtown Los Angeles Chinatown Parade/Golden Dragon Parade.



MARK KEPPEL HIGH SCHOOL PEP BAND

The Aztec Pep Band is a smaller version of the Mark Keppel High School Aztec Band that performs at sports games and community events. The band is under the direction of Mr. Justin Lee, Drum Major, Anna Wu, and Assistant Drum Major, Candace Lee. Today, the Pep Band will perform popular musical arrangements, including *Bang Bang*, *Ex's and Oh's*, and *Seven Nation Army*.

MELE OHANA UKULELE

Mele Ohana is a community based ukulele group lead by Mike Gregan, who teaches ukulele classes at the City of Los Angeles Barnsdall Art Center in Hollywood. Mele Ohana was started on "the island" of Gardena, California by its kumu Randy Dacoscos. The group maintains its strong ties with Gardena through its association with Kawika Dacoscos and its original members.

Special thanks to the Performers, Exhibitors, Demonstrators, Vendors, Volunteers, Visitors and Supporters of our Fundraisers who continue to make our Festival a success. We look forward to working with all of you again !

PERFORMERS

ERICA NAGASHIMA

Erica Nagashima is a professional vocalist and model living in Los Angeles. Her father was born in the Yokosuka area of Japan and her American mother was born in Washington. Erica has performed the last two years at the LA Tanabata Festival. She obtained her degree in Opera Performance from UC Santa Barbara. Throughout Erica's life she has been enthralled by music. At a young age she took music lessons for guitar, drums, french horn, and most notably, the violin (six years) and voice (eight years). Having studied classical, musical theatre as well as jazz, Erica has a passion for many genres. Currently, she is pursuing her contemporary music career and is enjoying living in Los Angeles where she is able to learn from many talented and inspiring artists.



RYUKYUKOKU MATSURI DAIKO

The group name literally translates to "Ryukyu Kingdom Festival Drums". Ryukyu Kingdom is the ancient name for what is presently known as the Okinawa prefecture of Japan. Ryukyukoku Matsuri Daiko is modeled on the traditional Okinawan obon festival drum dancing called "eisa". The performers dance and drum simultaneously to an exciting blend of traditional and contemporary Okinawan and Japanese music. The organization was founded in 1982 in Okinawa. The Los Angeles chapter was established in 1995, and has performed at such venues as the Nisei Week Parade, U.S. Japan Expo and LA County Fair.

OHANA POLYNESIAN DANCERS

Ohana Polynesian Dancers are a group of family members connected by family values and united sharing Polynesian culture through music, dance and entertainment. Based in Diamond Bar/Walnut California, under the direction of Thela Leimamo Nink and daughter Christa Kamalani Nink, professional dancer, teacher/choreographer. They provide lessons for all age groups and dance levels in Tahitian, Hawaiian, Maori poi balls, drumming, and ukulele. Members have traveled and performed at Tokyo Disney, China, Tahiti and Hawaii and are available for booking.

SHINSHI

Shinshi means "gentleman" in Japanese language as an aspiring gentleman of bossa nova. Shinshi was seventeen years old when he first started playing the guitar. His heart was captured by the beauty of Bossa Nova when he first heard Neon Genesis Evangelion's version of "Fly Me To The Moon." Since then he has performed in various sessions as a "Bossanovista" as well as participated in other sessions involving Samba and West African music. He has performed anime songs and bossa nova songs in Anime Los Angeles. Currently he plays bossa nova at Japanese bar Can-zo in Gardena every Monday night.



SUNNY AND JUDY SEKI

Sunny Seki is the author/illustrator of three Japanese children's books: *Yuko-chan and the Daruma Doll*, *The Last Kappa of Old Japan*, and *The Tale of the Lucky Cat*, which won awards from NAPPA Parenting Publishing and Creative Child Magazine. Born in Tokyo in 1947, he graduated from Nihon Daigaku with a degree in Photography. He then came to the United States, where he studied illustration at Pasadena Art Center of Design. For the next 32 years he operated Sunny Seki Photography in Rosemead. Today he presents his books and other Japanese folktales at community events. Sunny and wife Judy have nine children, and they live in San Gabriel.

PERFORMERS



SOUTHLAND AIKIDO

Southland Aikido, located in Monterey Park, provides quality instruction in the Japanese martial arts of Aikido and laido (swordsmanship). Aikido and laido are both *budo* or Martial Ways. Aikido is “a way of life in harmony with the spirit,” as it provides not only a system of effective self-defense but also a discipline designed to forge body, mind and spirit. Laido is similarly “a way of life in harmony with oneself” and provides a martial process to develop oneself through focused training. Our demonstration will highlight the principles of Aikido and will show examples of the dynamic and powerful techniques in both empty-handed situations and with and against Aiki weapons – bokken, jo and tanto. Also, our laido group will perform a series of *kata* that will demonstrate the precision and focus inherent in this art.

TORRES KEMPO KARATE

Lead by Sensei David Torres, a 10th degree black belt, with over 40 years of martial arts training, students will demonstrate traditional Kempo Karate. The group has performed across the United States and has won a number of National Championships.

U.S. CHINESE WU SHU MARTIAL ARTS TEAM

Wu Shu is China's national sport, largely a performance version of various martial art styles. The team performs under the direction of Coach Ming Qiu, who started training at the Jiang Su Wu Shu academy and won many gold medals in the Chinese championships. In 1995, she moved to Monterey Park and competed for team Paul Mitchell in the North American Sport Karate Association (NASKA) for five years and was awarded the 1999 Black Belt magazine's Competitor of the Year. She worked on more than 60 movies and television shows as a stuntwoman and was honored by the Diamond in the Raw Foundation. She teaches Sunday mornings in Barnes Park.

TÖGEN DAIKO

Tögen Daiko is based at the Oxnard Buddhist Temple and has been performing taiko in Ventura County for over 20 years. They are dedicated to preserving and advancing the art of “Buddhist Style” taiko drumming, pioneered by Rev. Mas Kodani of the Senshin Buddhist Temple. Through cultural performances, both traditional and not-so-traditional, Tögen continues to share and carry on this distinctive Japanese American tradition.



YOKI DAIKO

Yoki Daiko, which means Joyous Drumming, was formed during the summer of 1996 at the Tenrikyo Church in Boyle Heights. Through the dynamic rhythms of Japanese drumming, Yoki Daiko strives to bring positive energy wherever it performs and to create a vibe that everyone can live a joyous life together as brothers and sisters.

YUNA & TIDA

Yuna & Tida are a musical duo who bring a taste of Ryukyuan soul through the traditional Okinawan 3 string lute known as the 'Sanshin'. They are based in Los Angeles and are available for public/private events. Their interests include travelling, singing, adventuring, bike riding, drawing, painting, and making fun of each other.

YUJOU DAIKO

Yujou Daiko was established in 2012 through their friendship and shared goals – Yujou meaning friendship. Yujou Daiko is dedicated to mastering the beautiful art of Japanese taiko drumming and bringing its high energy and powerful sounds to communities throughout Southern California. Yujou also believes in educating its audience by sharing taiko's cultural roots, history and philosophies through their performances and taiko classes taught both in the South Bay area and South San Gabriel. They would like to share this energy of taiko with you.

EXHIBITORS



IKEBANA

Ikebana is the art of beautifully arranging cut stems, leaves, and flowers in vases and other containers that evolved in Japan over seven centuries.

Over the seven centuries of its evolution, ikebanahas developed many different styles of arrangement. Among the most common are the rikka (standing flowers), seikaor shoka (living flowers), and nageire (flung flowers) styles when making arrangements in bowl-shaped vases and the moribana (piled-up flowers) style when using dish-like containers.

The choice of what flowers to arrange is guided by the desire to create harmony between flower and container and to find flowers that blend in well with its surroundings. Although layer after layer of flowers are used in Western floral arrangements, in *ikebana*, the key consideration is to use as few stems and leaves as possible in composing elegant contours that highlight the flowers' beauty.



Where can you see Cherry Blossom Trees?

City Hall, 320 W. Newmark Avenue, Monterey Park

Garvey Ranch Park, 781 S. Orange Avenue, Monterey Park

Victory Park, 575 Paloma Street, Pasadena

San Rafael Park, Colorado Blvd/Melrose Avenue, Pasadena

SOGETSU IKEBANA

This group practices a modern form of the ancient Japanese Cultural Art. The motto of the school is to make beautiful arrangements with any materials, in any place, by anyone. The group will present demonstrations by master instructors and an exhibition will feature arrangements created by advanced students as well as beginners.

There will be special workshops offered each day of the festival from 2:00 p.m. - 5:00 p.m. in the Gym for anyone interested in trying their hands at creating a work of living art to take home. Materials fee is \$5.00.



SUMI-E

Sumi-e **Ink wash painting**, also known as **literati painting** is an East Asian type of brush painting that uses black ink—the same as used in East Asian calligraphy, in various concentrations. Asian aesthetic writing is generally consistent in stating the goal of ink and wash painting is not simply to reproduce the appearance of the subject, but to capture its spirit. To paint a horse, the ink wash painting artist must understand its temperament better than its muscles and bones. To paint a flower, there is no need to perfectly match its petals and colors, but it is essential to convey its liveliness and fragrance. East Asian ink wash painting may be regarded as a form of expressionistic art that captures the unseen. Ink wash painting uses tonality and shading achieved by varying the ink density, both by differential grinding of the ink stick in water and by varying the ink load and pressure within a single brushstroke. Ink wash painting artists spend years practicing basic brush strokes to refine their brush movement and ink flow. In the hand of a master, a single stroke can produce astonishing variations in tonality, from deep black to silvery gray.

LONG BEACH SUMI-E

The Long Beach Sumi-e Group fosters an understanding of and appreciation of sumi-e, traditional Japanese ink wash painting.

EXHIBITORS/DEMONSTRATORS



KIMEKOMI NINGYO DOLLS

HIROFUMI KAI

Hisako Matsumoto will present Kimekomi from Hirofumi Kai. Kimekomi dolls were first crafted about 250 years ago, during the Genbun Era in Japan. Kimekomi dolls are also known as Gamo Dolls, or Willow Dolls (Yanagi Ningyou). The Founder of Hirofumi Kai, Mataro Kanabayashi, revived the orthodox technique of the Gamo doll. In reviving this method, the modern craft of the unique Mataro doll was established.

The method of producing the doll's figure has changed from that of the early days, when the body was carved from a piece of wood. Nowadays, we blend Paulownia sawdust with paste to produce the model. As a result of this, Kimekomi dolls are now available to many people.

YUKARI KAI

Kyuka (Kari) Kanesaka will present hand-crafted dolls with hand-painted porcelain faces (heads) and wooden bodies dressed in beautiful Japanese fabric. Yukari Kai will also be doing demonstrations throughout the festival and answer questions about these dolls and the traditions behind them.

AIKO INSTITUTE - Aiko Institute is offering hands on experience in Japanese Zen Calligraphy, a unique form of Japanese calligraphy practice (shodo) which centers on the practice of one stroke artwork, as well as demonstrations in Aikido and Zen Brush.

OSAMU SAITO

Osamu Saito was born in Hokkaido, Japan. He studied sign design, Sumi-e (Japanese ink painting), calligraphy, and watercolor, acrylic and oil painting, both in Japan and in the United States. He moved to Southern California in 1975 to study and broaden his creative ideas and techniques. Osamu is the recipient of numerous awards from art competitions throughout California. He was a member of Rental and Sale gallery at LACMA for five years where his watercolor paintings had been exhibited. In 2001, his watercolor paintings were in three watercolor books published in Japan. He teaches watercolor at Yosemite National Park Art Center on the first week of September every year and he currently teaches at the Ken Nakaoka Center in Gardena, California.

JAPANESE TEA CEREMONY - URASENKE SCHOOL

The Japanese tea ceremony (cha-no-yu, chado or sado) is a traditional ritual influenced by Zen Buddhism in which prepared by a skilled practitioner and served to a small group of guests in a tranquil setting. Cha-no-yu, literally "hot water for tea", usually refers to a single ceremony or ritual, while sado or chado refer to the study or doctrine of tea ceremony.

Since a tea practitioner must be familiar with the production of types of tea, with kimono, calligraphy, flower arranging, ceramics, incense and a wide range of other disciplines and traditional arts in addition to his or her school's tea practices, the study of tea ceremony takes many years and often lasts a lifetime.



STONE ISHIMARU

If you ever heard a banjo playing in the Cherry Blossom Exhibit Hall...it was "Stone". Always smiling, always ready to answer any and all questions and always in the corner by the stage was our dear friend Stone Ishimaru.

Unable to attend the Festival this year, there will be an empty void in his usual spot. We will miss his six tables loaded with hundreds of Internment photos applied to poster board. We will miss the stories of camp life and his incredible energy. Stone would stand all day answering questions, play his banjo during the stage performance breaks, and even sing a tune or two. If you had a family member in camp he would do his best to find them amongst his abundance of pictures and he was forever educating anyone who was interested. Young or old or in-between he had time and stories for everyone.

Take care Stone!
Respectfully,
the Cherry Blossom Committee

EXHIBITORS/DEMONSTRATORS



JAPANESE AMERICAN NATIONAL MUSEUM

The mission of the Japanese American National Museum is to promote understanding and appreciation of America's ethnic and cultural diversity by sharing the Japanese American experience. In addition to its exhibitions and slate of related public programs, JANM hosts approximately 10,000 K-12 students every year; produces high-quality videos capturing community oral histories and museum programming; operates DiscoverNikkei.org, a rich, web-based resource for Japanese immigrant communities all over the world; and partners with numerous institutions to present an array of specialty programming. The museum offers several free family days each year, featuring engaging activities for visitors of all ages.



LAMP LITERACY & CITIZENSHIP (MONTEREY PARK BRUGGEMEYER LIBRARY) - Offering extended hours of passport services with no appointments necessary. LAMP will accept your completed passport application and forward it to U.S. Passport Services for an issuance determination.

MONTEREY PARK BRUGGEMEYER LIBRARY

The mission of the Monterey Park Bruggemeyer Library is to meet the cultural, educational, and informational needs of the residents of the City of Monterey Park by providing free and open access to its resources and services. Library staff and volunteers will be promoting library programs and services including story times for children and teen activities.

MONTEREY PARK FIREFIGHTERS & MONTEREY PARK LIONS CLUB - The Monterey Park Firefighters will be having their Fire Service Day on May 6. The Monterey Park Lions Club will be having its annual breakfast to raise funds for eye screenings for children, in conjunction with the firefighters.

ORIGAMI

Origami is the traditional Japanese art of paper folding. The word origami is derived from 2 Japanese words - 'oru' which means to fold and 'kami' which means paper. With right paper folding techniques, you can watch interesting shapes and creations unfold before your eyes. Origami is a craft that requires patience and precision but it is also an art that demands creativity.



MICHAEL SANDERS

Michael Sanders is a 13 year member of the Westcoast Origami Guild and Origami USA, and for more than a decade he has been entertaining children and adults alike with the magic of origami.

Join Michael Sanders and the Japanese American National Museum for free origami demonstrations and lessons in the gymnasium.



Kids' Crafts

There will be free craft activities for the kids. Come check out all the cool things you can make and take home!

COMMUNITY/COMMERCIAL BOOTHS

APA HEALTH CARE - Striving to reduce healthcare disparities within disadvantaged and uninsured Asian and Pacific Islands community in the Greater Los Angeles area, APA Health Care will provide free health tests and screenings, referrals to free or low cost clinics, consultations and information.

CALIFORNIA TELEPHONE ACCESS PROGRAM - CTAP is a State program providing free telephone and adaptive equipment to individuals with hearing, vision, mobility, speech or cognition challenges.

CHILDRENNMOTION - Promoting a healthier lifestyle for kids through exercise and healthy eating

CITY OF LOS ANGELES PUBLIC SAFETY DIVISION (LAPD) - LAPD recruitment—police officer hiring information.

FIRST SOUTHERN BAPTIST CHURCH OF MONTEREY PARK - Showcasing upcoming Vacation Bible School.

GLOBAL ENERGY SERVICES INC. - Information from The Gas Company and Southern California Edison about saving energy.

JEHOVAH'S WITNESSES - An international organization helping the community become better citizens, live better lives and become assets to the areas they live in, our Japanese congregation serves the San Gabriel and San Fernando Valleys.

LOS ANGELES COUNTY REGISTRAR/RECORDER - Community and voter outreach informing people of their voting rights and encouraging them to register to vote.

NEW YORK LIFE - Creating free child safety IDs for parents and their families.

OPTIONS FOR LEARNING - A non-profit organization offering information on free or low-cost preschool and childcare services throughout the San Gabriel Valley.

PLANNED PARENTHOOD (PASADENA AND SAN GABRIEL VALLEY) - A non-profit health care organization, Planned Parenthood's mission is to ensure broad public access to family planning and reproductive health care through medical services and advocacy.

SAVE A CHILD'S HEART FOUNDATION - SACH saves the lives of children dying of heart disease in developing countries around the world. They will be fundraising and raising awareness by providing free face painting and gift bracelets to donors.

SPARK AFTERSCHOOL ACADEMY - Information about afterschool and summer camp services

TRINITY CHURCH OF THE NAZARENE - Information about this local church in Monterey Park

TIPPI TOES DANCE WEST SAN GABRIEL VALLEY - Dance classes including Toddler & Me, Ballet, Tap & Jazz and Hip Hop/Pop offered all over the West San Gabriel Valley for children 18 months—12 years old.

UNITED INTEGRATED HEALTHCARE CENTER AND DOCTORS FOR HEALTH AND WELLNESS FOUNDATION - Our vision and mission is to promote health and wellness through educational seminars. We will be offering free prizes, posture screenings and massages.

VISUAL COMMUNICATIONS - Our mission is to develop and support the voices of Asian American and Pacific Islander filmmakers and media artists who empower communities and challenge perspectives.

WORLD DIVINE LIGHT ORGANIZATION - Information and demonstrations of spiritual purification art of Divine Light, a type of healing energy that originated from Japan.

CLEAR CHOICE WINDOWS - Doors and windows.

GREAT DESTINATIONS - Vacation club information.

FOREST LAWN MEMORIAL PARK - Information on pre-planning cemetery property and funeral insurance.

BARDEN CIRCULATION/LOS ANGELES TIMES - Subscription information and giveaways

RADIANT MORTGAGE BANK - Providing home ownership and wealth building consulting, counseling and resources

RENAISSANCE PAVING - Professional planning and installation of interlocking pavers for homes and businesses

RESORT VACATIONS - Vacation giveaway to promote timeshares

ROSE HILLS MEMORIAL PARK - Promoting advanced planning programs.

SAKURA GARDENS - Established in 1975, formerly known as Keiro Retirement Home, Sakura Gardens is a full-service Japanese retirement community offering independent and assisted living

SENEGENCE/RUTHLESS KISSES - Lipsense by Senegence is a long-wearing lip color that is waterproof, smudge proof and smear proof, lasting between 4– 18 hours.

SUCREMOR USA - Gently clean and moisturize with an all-natural velvety soft sugar made from sugar beets grown in Hokkaido, Japan. Perfect for acne, dry, sensitive skin and eczema .

WYNDHAM RESORTS - Promoting Wyndham Resorts and their vacation resorts in California.

DEMONSTRATORS / FOOD



SUSHI CHEF INSTITUTE

Chefs of Japanese cuisine and sushi, much like artists, use their unfilled canvas and craft works of art to indulge not only with one's eye but with their palates. This ritual has existed for centuries and is a time capsule from generation to generation of

legacies from their forefathers. Sushi has become the food of choice among fitness and health-oriented communities, not to mention its fashionable mark in society, simply due to its natural and wholesome ingredients that are mostly found in nature.

The Sushi Chef Institute teaches their students the authentic methods and philosophies, which ultimately integrate with each individual's technique and expertise. The curriculum includes training students on proper sanitation procedures, safe food handling and business management of a well functioning restaurant. Upon completion, SCI offers students job placement from a network of chefs and restaurants all around the world.

FUGETSU-DO

Fugetsu-Do has been a family owned and operated confectionery store in Little Tokyo since 1903. Japanese rice cakes, more commonly known as mochi (rice cake) and manju (sweet bean filled rice cake), are the staple. The shop, which is currently operated by Brian Kito, is located on East First Street in the Historic District of Little Tokyo

Founder Seiichi Kito was born in Gifu, in Central Japan. Seiichi came to the United States in May 1903 and went to where other Japanese immigrants were—in the East First Street District of Los Angeles. Seiichi started producing sweets and opened Fugetsu-Do with a couple of friends. Fugetsu-Do's success was largely due to the hard work of the entire Kito family.

In the past few years the number of visitors to Little Tokyo has increased and the area has welcomed new residents with the revitalization of downtown Los Angeles. For this diverse public Brian has introduced peanut butter and chocolate mochi and strawberry manju. Meanwhile Fugetsu-Do also counts on the local Buddhist Temples and the Japanese grocery stores as regular customers. Japanese holidays such as New Year's Day (1/1), Girl's Day (3/3) and Boy's Day (5/5) also bring an influx of extra business, as special mochi and manju are made for those specific occasions.

-taken from A History of Fugetsu-Do by Nancy Kikuchi-



Japanese Dining Etiquette

Itadakimasu and Gochisosama

In Japan, it is customary to say *itadakimasu* (literally "I [humbly] receive") before starting to eat a meal. When saying *itadakimasu*, both hands are put together in front of the chest or on the lap. *Itadakimasu* is preceded by complimenting the appearance of food. The Japanese attach as much importance to the aesthetic arrangement of the food as its actual taste. Before touching the food, it is polite to compliment the host on his artistry. Remember also to wait for the honored or eldest guest at the table to start eating before you do. Another custom is to say *go-chisō-sama deshita* (literally "It was a feast") to the host after the meal and the restaurant staff when leaving.

Bowls

The rice or the soup is eaten by picking up the bowl with the left hand and using chopsticks (*hashi*) with the right, or vice versa if you are left-handed. Traditionally, chopsticks were held in the right hand and the bowl in the left – in fact, Japanese children were taught to distinguish left from right as "the right hand holds the chopsticks, the left hand holds the bowl" – but left-handed eating is acceptable today. Bowls may be lifted to the mouth, but should not be touched by the mouth except when drinking soup. The Japanese customarily slurp noodle soup dishes like ramen, udon, and soba. When slurping noodles quickly, the soup clings to the noodles, making the dish more flavourful.

Chopsticks

The proper usage of chopsticks (*hashi*) is the most important table etiquette in Japan. Chopsticks are never left sticking vertically into rice, as this resembles incense sticks (which are usually placed vertically in sand) during offerings to the dead. This may easily offend some Japanese people. Using chopsticks to spear food or to point is also frowned upon and it is considered very bad manners to bite chopsticks. Other important chopsticks rules to remember include the following:

- Hold your chopsticks towards their end, and not in the middle or the front third.
- When you are not using your chopsticks and when you are finished eating, lay them down in front of you with the tip to left.
- Do not pass food with your chopsticks directly to somebody else's chopsticks. Only at funerals are the bones of the cremated body given in that way from person to person.
- Do not move your chopsticks around in the air too much, nor play with them.
- Do not move around plates or bowls with chopsticks.

To separate a piece of food into two pieces, exert controlled pressure on the chopsticks while moving them apart from each other.

Communal dish

When taking food from a communal dish, unless they are family or very close friends, one should turn the chopsticks around to grab the food; it is considered more sanitary. Alternatively, one could have a separate set of chopsticks for communal dishes.

Sharing

If sharing food with someone else, move it directly from one plate to another. Never pass food from one pair of chopsticks to another, as this recalls passing bones during a funeral.

VISIT OUR FOOD COURT

CHICKEN TERIYAKI - SODAS - BOTTLED WATER

Cherry Blossom Festival Committee

CORN ON THE COB - BAKED YAMS

Gera's Corn

FUSION QUESADILLAS W/KALUA PORK,

TERIYAKI CHICKEN OR TOFU

Mark Keppel High School PTSA

POKE BOWLS

NokaO'I Foods

HOT DOGS - CHILI DOGS - NACHOS

Nishi Junior Young Buddhist Association

SALMON TERIYAKI - FRIED WONTONS

Little Tokyo Public Safety Association

SUSHI

Sushi Chef Institute

TAKOYAKI (FISH BALLS W/OCTOPUS) - GREEN TEA

Takoyaki Tanota LLC

TWISTED POTATO - BBQ SQUID - BULGOGI BURRITO

Miister Potato

WAFFLES - RICE NOODLES - WATERMELON JUICE

Waffleland



SHAVED ICE - IMAGAWAYAKI

Eastside Optimist Club

DANGOS (JAPANESE DONUTS)

LA Nets

MANJU

Fugetsu-Do

PASSION FRUIT ICED TEA - WATERMELON TEA

Buddhist Ortho Creed Association

ITALIAN ICE - LEMONADE

BOBA TEA - THAI TEA - ICED TEA

Kwee Concessions

DANGO (団子) is a Japanese dumpling and sweet made from *mochiko* (rice flour), related to mochi. It is often served with green tea. *Dango* is eaten year-round, but the different varieties are traditionally eaten in given seasons.

IMAGAWAYAKI (今川焼き) is a Japanese dessert often found at festivals. It is made of batter in a special pan (similar to a waffle iron but without the honeycomb pattern), and filled with sweet azuki bean paste, although it is becoming increasingly popular to use a wider variety of fillings such as vanilla custard, different fruit custards and preserves, curry, different meat and vegetable fillings, potato and mayonnaise.

KALUA is a traditional Hawaiian cooking method that utilizes an imu, a type of underground oven. The word *kālua* may also be used to describe the food cooked in this manner, such as *kālua pig*, which is commonly served at luau feasts. The meat produced is smoky and tender.

SOMEN (素麺) are very thin white Japanese noodles made of wheat flour. The noodles are usually served cold. The noodles' diameter is the chief distinction between *sōmen* and the thicker wheat noodles *hiyamugi* and Japanese wheat noodles *udon*. Somen noodles are usually served cold with a light flavored dipping sauce or *tsuyu*. The *tsuyu* is usually a *katsuobushi*-based sauce that can be flavored with Welsh onion, ginger, or *myoga*. In the summer, somen chilled with ice is a popular meal to help stay cool.

TAKOYAKI (たこ焼き or 蛸焼) Literally fried or grilled octopus, takoyaki is a popular ball-shaped Japanese dumpling or more like a savory pancake made of batter and cooked in a special takoyaki pan. It is typically filled with diced octopus, tempura scraps, pickled ginger, and green onion. Nowadays, it is commonly brushed with takoyaki sauce and mayonnaise, and topped with green laver (*aonori*) and *katsuobushi* (shavings of dried bonito).

POKE is a raw fish salad served as an appetizer in Hawaiian cuisine, and sometimes as an entree. Poke is the Hawaiian verb for "section" or "to slice or cut". Traditional forms are *aku* (tuna) and *he'e* (octopus).

SUSHI (すし、寿司、鮓、鮓、寿斗、寿し、壽司) is a Japanese dish consisting of cooked vinegared rice which is commonly topped with other ingredients, such as fish or other seafood, or put into rolls.

Makizushi (巻寿司, "rolled sushi"), *Norimaki* (海苔巻き, "Nori roll") or *makimono* (巻物, "variety of rolls") is a cylindrical piece, formed with the help of a bamboo mat, called a *makisu* (巻簾). *Makizushi* is generally wrapped in nori, but can occasionally be found wrapped in a thin omelette, soy paper, cucumber, or parsley. *Makizushi* is usually cut into six or eight pieces, which constitutes a single roll order.

Inarizushi (稲荷寿司) is a pouch of fried tofu filled with usually just sushi rice. It is named after the Shinto god *Inari*, who is believed to have a fondness for fried tofu. The pouch is normally fashioned as deep-fried tofu (油揚げ, *abura age*). It should not be confused with *inari maki*, which is a roll filled with flavored fried tofu.

CRAFT VENDORS



AIKO INSTITUTE - Japanese Zen Calligraphy and Zen Brush artwork

BALI MANTRA - Handcrafted jewelry and clothes

JULIET BEEZLEY - Handmade silk scarves, purses and cell phone cases made from vintage kimono and obi, shoji lamps and Japanese-inspired clocks

LAURA BENSON - Japanese, Asian and Hawaiian themed items including insulated totes, purses, scrubbies, foot mops, wallets and accessories

C&K JEWELRY - Handcrafted personalized jewelry. Each wire necklace, engraved or hand-carved ring or bracelet is made in minutes on the spot!

ELEGANT BEADS DESIGN - Handmade stylish jewelry featuring cultured and freshwater pearls, crystals and semi-precious stones and other craft items

EMII CREATIONS - Cute art and designs inspired by popular shows, games, animals and food as plushies, printed art, charms, jewelry, bags and coasters

GERRI'S TEES AND MORE - Kids toys, dog signs, wallets, clothing for adults and kids and costume jewelry

HAWAIIAN FRAGRANT CRYSTALS - Hawaiian salt potpourri, oil burners, air plant globes and original Hawaiian art and jewelry

JEWELRY BY NELLY - Handmade jewelry and clothing

MIDDLE AGE MADNESS - Money leis and gift bags with Asian flair

M. LIN - Handcrafted, one of a kind jewelry

SABERS NINJAS - Handmade paracord crafts such as key-chains, luggage tags, bracelets and water bottle handles



ORIGAMI OWL - Customizable jewelry. Every locket tells a story ... endless possibilities to personalize lockets, bracelets, watches and earrings

PUJA - Henna/glitter tattoo artist

RHITRIE CRYSTALS - Rocks and natural stone handmade jewelry

SAKE SISTAHs - Japanese and Hawaiian-themed items including insulated reusable bags, totes, wallets, blankets, cups with straws and Yumi and Hello Kitty paint sets

SETSU ART - Fine art, pressed flower items, mini ceramics and painted leather items

SPECIAL TOUCH - Jewelry, wallets, hair accessories, purses, dog clothes, harnesses, stuffed animals, dolls, and hand-painted wood items

TISHACS - Hats, belts, cowgirl accessories, shawls, Western wear and umbrellas

UCHI NI KAERU - Imported kimonos and accessories and presentations by Barbara Yasuda on Japanese textiles and how to wear a kimono, yukata and obi.



Visit the Game Zone!

Play fun games and win prizes! For all ages!

JAPANESE AESTHETICS

There are basic principles that underlie Japanese art and culture. These Japanese aesthetics are the basis for Japanese art, fashion, pop culture, music and movies.



Wabi-sabi (imperfect)

A way of living that focuses on finding beauty within the imperfections of life and accepting peacefully the natural cycle of growth and decay. The concept of wabi-sabi is often extended to include impermanent. For example, sakura (cherry blossoms) are more beautiful because they do not last forever.

Miyabi (elegance)

Miyabi is often translated “heartbreaker.” It is all about eliminating anything that is vulgar. Does swearing make a movie better? According to Miyabi — it does not.

Shibui (subtle)

Shibui means simple, subtle or unobtrusive. It means that things are more beautiful when they speak for themselves — when they are not loud and in your face.

Jo-ha-kyu (slow, accelerate, end)

Jo-ha-kyu is a tempo that can be translated as — start slowly, accelerate and end suddenly. This aesthetic is used by Japanese traditional arts such as tea ceremony. It's also used widely by Japanese martial arts.



Iki (originality)

Iki is uniqueness. In many ways, Japanese culture does not celebrate uniqueness. As the Japanese proverb goes — *the nail that sticks up is pounded down*. Therefore, a better translation of Iki is “refined uniqueness.”



Yugen (mysterious)

Yugen states that life is boring when all the facts are known. Something should be held back — the mystery. Ever watch a movie that doesn't explain everything? That is yugen.

Geido (discipline and ethics)

Have you ever noticed that Japanese martial arts (and traditional arts) are all about discipline? Ethics and discipline make things more attractive.

Ensou (the void)

Ensou is a zen concept. It is often represented by a circle. It can mean infinity or nothingness.

Kawaii (cute)

An adjective in Japanese meaning pretty; cute; lovely; charming; dear; darling; pet. Some argue it is a new Japanese aesthetic. Others say kawaii has always been part of Japanese culture. Either way, it has certainly become the most popular Japanese aesthetic in recent years.



Monterey Park Cherry Blossom Festival 2017 Sponsors & Donors

* as of program printing *



GOLD SPONSORS

Fugetsu-Do Hoops for Friends Wilhelm Restaurant Group

SILVER SPONSORS

**Monterey Park Mustangs San Gabriel Valley Nursery & Florist
Cindy Terakawa**

BRONZE SPONSORS

**Francisco Alonso
Ellyn Ashida, M.D., Pacific Allergy & Asthma
Higashi Honganji Buddhist Temple ABA
David & Kathy Ikeda
Yukio and Lilian Kawaratani
LA Kimono Club**

**Mary Kay Cosmetics - Emily Matsumura
Monterey Park Nachikatsuura Sister City Association
Carol Tanita
Oran Yamanaka
Lorran Yano in memory of Emiko Nogawa
Lorran Yano in memory of Kathy Shishima**

FRIENDS OF THE MONTEREY PARK CHERRY BLOSSOM FESTIVAL

Dr. Wilson Morishita

Dr. Kris Murakawa

Raymond Rockoff

IN-KIND DONATIONS

**Grant Ishibashi
Ralphs Supermarket Store #715:
Rosa Gonzalez, Store Director Vanessa Rosales, Community Affairs Manager**

RAFFLE PRIZE DONORS

**Biyoshi Salon Golf N Stuff Green Street Restaurant Heaven Nails
IHOP IO West Theater Magic Touch Car Wash Shakas Monterey Park
38 Degrees Ale House & Grill and others!**



We would appreciate your patronage of our generous sponsors and donors.